

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-34 (canceled).

35. (currently amended) A method for preparing a topical formulation, of providing a composition for topical application, wherein said composition increases substantivity and neutralizes an acid gelling agent; said method comprising the step of steps of:

obtaining a composition comprising alkali salts of jojoba fatty acids and non-polar unsaponifiables totaling 100 percent by weight from saponified jojoba oil, the saponified jojoba oil comprising at least 6 weight percent non-polar unsaponifiables prior to saponification; and

neutralizing the gelling agent in said topical formulation with an effective amount of said composition. ; and

wherein said composition comprises polar hydrophilic salts and non-polar unsaponifiables;

wherein said polar hydrophilic salts and said non-polar unsaponifiables comprise the products of hydrolysis of a lipid comprising jojoba oil,

wherein said lipid comprises at least 6 weight percent long carbon chain unsaponifiable material prior to hydrolysis.

36. (currently amended) The method of claim 35, wherein the lipid composition further comprises at least one material selected from the group consisting of amaranth seed oil, anise seed oil, avocado seed oil, barley oil, briza oil, buckwheat oil, candelilla wax, carnuba wax, cassia occidentalis oil, coffee bean oil, de-oiled lecithin, dog fish oil, esparto wax, oils from fungi, guayule plant extract, jurinea oil, lanolin, laurel berry oil, olestra (OLEAN), olive oil concentrate (phytosqualene), olive seed oil, orange roughy oil, ouricury wax, quinoa seed oil, rye germ oil, shark liver oil, shea butter, sperm whale oil, sugar cane wax, sunflower wax, tall oil, tall oil distillate, Vegepure from wheat grains, wheat germ oil, and combinations thereof.

37. (canceled)

38. (currently amended) A method for preparing a composition for topical application, wherein said composition increases substantivity and neutralizes an acid gelling agent; said method comprising the step of steps of:

obtaining a composition comprising a mixture of alkali salts of jojoba fatty acids present in an amount of about 55 percent by weight of the composition and long carbon chain unsaponifiable material present in an amount of about 45 percent by weight of the composition, wherein the long carbon chain unsaponifiable material is obtained from saponified jojoba oil, the saponified jojoba oil comprising at least 6 weight percent long carbon chain unsaponifiable material prior to saponification, said long carbon chain unsaponifiable material comprising at least 18 carbons in length; and

neutralizing the an acid gelling agent in a topical formulation with an effective amount of said composition ;and

wherein said composition comprises polar hydrophilic salts and non polar unsaponifiables,

wherein said polar hydrophilic salts and said non polar unsaponifiables comprise the products of hydrolysis of a lipid comprising jojoba oil,

wherein said lipid comprises at least 6 weight percent long carbon chain unsaponifiable material prior to hydrolysis, said long carbon chain unsaponifiable material comprising at least 18 carbons in length.

39. (currently amended) The method of claim 38, wherein the lipid composition further comprises at least one material selected from the group consisting of amaranth seed oil, anise seed oil, avocado seed oil, barley oil, briza oil, buck wheat oil, candelilla wax, carnuba wax, cassia occidentalis oil, coffee bean oil, deoiled lecithin, dog fish oil, esparto wax, oils from fungi, guayule plant extract, jojoba oil, jurinea oil, lanolin, laurel berry oil, olestra (OLEAN), olive oil concentrate (phytosqualene), olive seed oil, orange roughy oil, ouricury wax, quinoa seed oil, rye germ oil, shark liver oil, shea butter, sperm whale oil, sugar cane wax, sunflower wax, tall oil, tall oil distillate, Vegepure from wheat grains, wheat germ oil, and combinations thereof.

40. (canceled)